

PROVIDENCE, R.I.
BULLETIN

E. 145,796

MAY 10 1965

The Science of Spying issue

The B. F. Goodrich Co. has a perfect right to sponsor whatever television documentary it wants to, of course. But the reasons it gave for removing its scheduled commercials from *The Science of Spying*, only hours before the showing of the National Broadcasting Co. special, are disturbing.

A statement by the company's advertising agency said that no assurance has been given "that the government of the United States has been consulted with respect to the contents of the program."

This reason is remarkable in light of the program's having contained frank interviews with Allen Dulles and Richard Bissell, former head and plans chief of the Central Intelligence Agency, and Sen. Lu-

gene McCarthy, among others. As for the perspective and point of view of the documentary, Goodrich certainly can't be insisting that television producers call the White House before airing a program.

Rather than harm the United States government, as the agency said it might, the program performed a valuable public service by raising important questions about CIA operations. NBC deserves congratulations for having aired the show, with or without Goodrich sponsorship. As Robert Sarnoff, NBC head, and the splendid NBC news team already know, other corporations have been willing to sponsor stimulating television documentaries on controversial subjects.